

**DR. DEVANESEN CENTRE FOR HUMAN RESOURCE
DEVELOPMENT**

CHOICE BASED CREDIT SYSTEM (CBCS)

Learning Outcome-Based Curriculum Framework (LOCF)

SYLLABUS

PG

SOFT SKILL PROGRAMME

2024 – 2025

From 2nd Semester onwards



**MADRAS CHRISTIAN COLLEGE
(AUTONOMOUS)**

College with Potential for Excellence

Affiliated to University of Madras

Tambaram East, Chennai 600 059

Course Title: PERSONALITY ENRICHMENT

Course Code*			
Credits			
Hours / Cycle	2		
Category	Part - 4 Soft Skill Programme		
Semester	II/III		
Year of Implementation	From the academic year 2023 – 24 (2 nd semester onwards)		
Course Structure	Theory	Total Hours	
	2	30	
Course Objectives	1. To enhance the students’ communication skill. 2. To navigate and socialize in the society as a better citizen 3. To boost the students’ employability skill 4. To assess their potentials and meet with challenges in career and		
Course Outcome(s) On completing the course successfully, the student will be able to:		PO Addressed	Bloom’s Taxonomy Levels
CO1 :	Remember the basic life skills and techniques related to communication, emotions, time management, team work, change management and	PO 1, 4, 6, 7	K1
CO2:	Understand the techniques of active listening, assertiveness, personal branding, qualities related to leadership, specifically Self Leadership, time management and the readiness to change	PO 1, 2, 4, 6, 7	K2
CO3:	Apply the skills of communication, self-awareness, empathy, conflict resolution techniques, flexibility and do’s and don’ts of	PO 2, 3, 4, 6, 7	K3
CO4:	Analyse the individual’s skill set based on communication, emotional intelligence, time management, leadership, change and etiquette	PO 4, 5, 6, 7	K4

CO5:	Evaluate the necessary skills related to handling emotions, change in career/life and leadership	PO 3, 4, 5, 6, 7	K5
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SYLLABUS				
UNIT	CONTENT	HOURS	COs	BLOOM'S TAXONOMY
I	Emotional Intelligence – Daniel Goleman's five elements of EI - Self -awareness, Self-regulation, motivation, empathy and social skills Coping with emotions, Emotional – rational balance. Activities – Guess right, Develop mind skills, Express yourself with any four emoticons,	6	1,2,3,4 &5	K1, K2, K3, K4 & K5
II	Communication – Meaning, Principles, Process, Active Listening, Inter-personal communication, Styles in communication – Passive; Assertive; Aggressive. Activities – Perfect Squares, Debates, One-way and Two-way communication, Role plays, worksheets Time Management – Punctuality, Prioritize four quadrants of time management and Goal Setting – SMART Goals Activities -4 quadrants of time management worksheet, SMART goal worksheet, Case studies	6	1,2,3,4 &5	K1, K2, K3, K4 & K5
III	Leadership – Qualities, styles and Inspiration from Great Leaders – Self Leadership – 4 pillars – SOAR (Self, Outlook, Action, Reflection) model. Team Building: Team skills – Tuckman's model for Team formation. Conflict Resolution: Causes of Conflict -Thomas Kilmann's Conflict Resolution Techniques. Activities – Who is who? A Leader and followers, Self leadership checklist - Team building activities – Case studies - worksheets	6	1,2,3,4 &5	K1, K2, K3, K4 & K5

IV	Problem solving and Lateral Thinking – approach -Developing innovations and ideas Resilience and Change Management - – Resilience – meaning- Characteristics of Resilience – Ways of Building Resilience – Change – Reasons for resistance to Change – Coping skills - adapting to change – Kubler-Ross model for Change management <u>Activities</u> - Solving puzzles, quiz and T-puzzle, out of box thinking quizzes, case studies, role plays, brain storming -games - worksheets	6	1,2,3,4 &5	K1, K2, K3 & K4
V	Personal Branding– Meaning, Importance, 5Cs and pillars of personal branding, build your personal brand. Etiquette - Social Etiquette, Business Etiquette, Telephone Etiquette and Digital Etiquette – Activities/ Exercises: Personal Branding worksheets – identifying your top brand attributes, Getting feedback from those who know you best Etiquette You ought to know, Videos.	6	1,2,3,4 &5	K1, K2, K3, K4 & K5

Prescribed Books/Text Books

1. Sharma, P. (2021). Soft Skills 3rd Edition: Personality Development for Life Success (English Edition). India: BPB Publications.
2. Soft Skill and Personality Development: Hand Book. (2018). (n.p.): Educreation

Reference Books

1. Carnegie, D. (2022). How To Win Friends And Influence People. Czechia: True Sign Publishing House.
2. Covey, S. R. (1997). The seven habits of highly effective people. United Kingdom: G.K. Hall.
3. Switzler, A., Patterson, K., Gregory, E., McMillan, R., Grenny, J. (2021). Crucial Conversations: Tools for Talking When Stakes are High, Third Edition. United States: McGraw Hill LLC.
4. Kahneman, D. (2011). Thinking, Fast and Slow. United Kingdom: Penguin Books Limited.
5. Clear, J. (2018). Atomic Habits: An Easy & Proven Way to Build Good Habits & Break Bad Ones. United Kingdom: Penguin Publishing Group.
6. Goleman, D. (2020). Emotional Intelligence: 25th Anniversary Edition. United Kingdom: Bloomsbury Publishing.
7. Tony Gambill (2021) Getting It Right When It Matters Most: Self-Leadership for

Suggested Reading

1. Cain, S. (2021). Quiet Power. (n.p.): Perfection Learning Corporation.
2. Sinek, S. (2011). Start With Why: How Great Leaders Inspire Everyone To Take Action. United Kingdom: Penguin Books Limited.
3. Sherfield, R. M. ; Montgomery, R.J. and Moody, P, G. (2010). Developing Soft Skills. 4th ed. New Delhi: Pearson.
4. Robbins, S. P. and Hunsaker, Phillip, L. (2009). Training in Interpersonal skills. Tips for managing people at work. 5th ed. New Delhi: PHI Learning.
5. Dr. Christopher P. Neck, Charles C. Manz, and Jeffery D. Houghton (2nd edition, 2019) *Self-Leadership: The Definitive Guide to Personal Excellence* , SAGE Publications, Inc

Web Resources

<https://www.youtube.com/@stanfordgsb>

<https://www.youtube.com/@TutorialsPoint> /about

<https://www.youtube.com/@stanfordgsb>

https://www.youtube.com/@TutorialsPoint_/about

Course Articulation Matrix									
Course Outcomes	Programme Outcomes								Cognitive Level
	PO1	PO2	PO3	PO4	PO5	PO6	PO7		
CO 1	2			3		3	2		K1
CO 2	2	3		3		3	2		K2
CO 3		3	3	2		3	2		K3
CO 4				3	3	2	3		K4
CO 5			3	3	2	2	3		K5
Wt. Avg.	2	3	3	2.8	2.5	2.6	2.9		
Overall Mapping of the Course								2.68	

SOFT SKILL PROGRAMME : LANGUAGE SKILL
ENGLISH

Course Code*		
Credits		
Hours / Cycle	1	
Category	Part - 4 Soft Skill Programme	
Semester	II / III	
Year of Implementation	From the academic year 2023-2024 2nd Semester onwards	
Course Structure	Theory	Total Hours
	1	15
Course Objectives	1. To introduce students to the nature and importance of Soft Skills in an organizational environment 2. To help learners understand the vital importance of listening and develop active listening skills 3. To help students recognize and appreciate the multifaceted nature of public speaking 4. To enable learners to appreciate various types of reading and help them summarize core ideas from any form of written communication 5. To enable students to identify the skills involved in writing essays	
Course Outcome(s)		PSO
On completing the course successfully, the student will be able to:		Addressed
		Bloom's Taxonomy Levels (K1 to K6)
CO1: To define and understand soft skills, the importance of verbal and non-verbal		1
CO2: To explain the role played by a listener and to develop comprehensive listening skills		2
CO3: To identify the power of language and use it effectively while speaking		3

CO4: To analyze the nature of reading/ various types of reading and to apply them in understanding professional communication	4	K4
CO5: To discuss and appreciate the steps involved in becoming a good writer and apply those skills for developing professional writing	5	K5

SOFT SKILLS				
UNIT	CONTENT	HOURS	COs	BLOOM'S TAXONOMY LEVEL
I	Unit 1: Definition, nature and scope of Soft Skills. Why do we need Soft Skills? Hard Skills Vs Soft Skills Interpersonal Communication Differences between face-to-face and online communication Verbal Vs Non-verbal communication (the role of body language, the paralinguistic and Extralinguistic features of language) The role of Empathy and Emotional intelligence in organizational communication	3	1,2,3, 4& 5	1,2,3,4& 5
II	Unit 2 Listening Definition of Listening Hearing Vs Listening The role of listening in an organizational environment The role of listening in interpersonal/ organizational communication, team building and team work. Types of Listening	3	1,2,3, 4& 5	1,2,3,4& 5

III	Unit 3 Speaking Public Speaking – Introducing yourself, knowing your audience, selecting a good topic, structuring your speech, preparing an outline, use of visual aids, knowing the persuasive and emotive power of language, effective use of language, effective use of voice and body language, the importance of practice Mock interview	3	1,2,3, 4& 5	1,2,3,4& 5
IV	Unit 4 Reading Importance of Reading Types of Reading: Skimming, Scanning, Intensive and Extensive reading Reading a newspaper article/ story/ blog and summarizing the core ideas Reading an email/ official communication	3	1,2,3, 4& 5	1,2,3,4& 5
V	Unit 5 Writing Basics: Writing a paragraph, common grammar mistakes and how to avoid them How to write: Developing an idea, creating an outline, writing a rough draft, revising and editing. Writing a formal letter Writing official emails – dos and don'ts Writing a Resume and Cover Letter	3	1,2,3, 4& 5	1,2,3,4& 5

Recommended Texts

Windshuttle, Keith and Elizabeth Elliot. 1999. Writing, Researching and Communicating: Communication Skills for the Information Age. 3rd Reprint. Tata McGraw-Hill. Australia.

Dignen, Flinders and Sweeney. English 365. Cambridge University Press.

Jones, Leo and Richard Alexander. 2003. New International Business English. Cambridge University Press.

Cathcart, Robert. S. and Larry A. Samovar. 1970. Small Group Communication: A Reader. 5th Edition. Wm. C. Brown Publishers. Iowa.

Andrews, Sudhor. 1988. How to succeed at Interviews. 21st Reprint. Tata McGraw-Hill. New Delhi.

Monippally, Matthukutty. M. 2001. Business Communication Strategies. 11th Reprint. Tata McGraw-Hill. New Delhi.

Suggested Reading:

Public Speaking by Michael Osborn and Suzanne Osborn

Web resources:

<https://www.britishcouncil.org/voices-magazine/five-essential-listening-skills-english-learners>

<https://www.jmu.edu/first-gen/valleyscholars/files/studyreadingskills.pdf>

https://americanenglish.state.gov/files/ae/resource_files/developing_writing.pdf

<https://2012books.lardbucket.org/pdfs/successful-writing.pdf>

Course Articulation Matrix									
Course Outcomes	Program Outcome							Cognitive Level	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7		
CO 1	3	--	--	--	--	--	3		K1
CO 2	--	3	--	--	--	--	3		K2
CO 3	--	--	3	--	--	--	3		K3
CO 4	--	--	--	3	--	--	3		K4
CO 5	--	--	--	--	3	--	3		K5

Wt. Average	3	3	3	3	3		3		
	Overall Average							3	

SOFT SKILL PROGRAMME : LANGUAGE SKILL
FRENCH

Course Code*			
Credits			
Hours / Cycle	1		
Category	Part IV Soft Skill Programme		
Semester	II / III		
Year of Implementation	From the academic year 2023 – 24 (2 nd semester onwards)		
Course Structure	Theory	Total Hours	
	1	15	
Course Objectives:	1. To know about France 2. To be able to spell 3. To be able count 4. To be able to tell date 5. To be able to greet 6. To be able to present oneself		
Course Outcome(s)		PO's	Bloom's Taxonomy Levels (K1 to K6)
On completing the course successfully, the student will be			
CO	To know about France	PO1, PO7	K1
CO	To know Alphabet & spelling	PO1, PO7	K2
CO	To be able to Count and tell date	PO1, PO7	K3
CO	To able to greet	PO1, PO7	K4

CO	To able to present oneself	PO1, PO7	K5
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SYLLABUS				
UNIT	CONTENT	HOURS	Cos	BLOOM'S TAXONOMY LEVEL
1	France – an introduction	3	CO 1	K1
2	Alphabet & spelling	3	CO 2	K2
3	Count and tell date (numbers / days / months)	3	CO 3	K3
4	Salutations	3	CO4	K4
5	Present oneself	3	CO 5	K5

TEXT BOOK:

RANJIT, Mahitha & SINGH, Monica, Apprenons le français-I, Saraswathi House Pvt Ltd, New Delhi (revised edition) 2008 Leçons 1-5

SUGGESTED READING :

QUINTON-POISSON, Sylvie et al : FESTIVAL-1, CLE International, Paris, 2005 MERIEUX, Régine et al : CONNEXIONS -1, Didier, Paris, 2004

CAPELLE, Guy, MENAND, Robert : TAXI-1, Hachette, Paris, 2003

GIRARDET, Jacky, PECHEUR, Jacques : CAMPUS -1, CLE International, Paris, 2002

BAYLON, Christian et al : FORUM-1, Hachette, Paris, 2000

WEB Resources:

www.fle.fr

www.bonjourdefrance.com;

www.polarfle.com

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SOFT SKILL PROGRAMME: LANGUAGE SKILL
GERMAN

Course Code			
Credits			
Hours / Cycle		1	
Category		Part - IV Soft Skill Programme	
Semester		II / III	
Year of Implementation		From the academic year 2023-2024 2nd Semester onwards	
Course Structure	Theory	Total Hours	
	1	15	
Course Objectives		1) To acquaint students with the basics of the German language 2) To give an insight into the grammatical structure 3) To give idea on the basic forms of greetings and conversation. 4) To understand everyday usages in German 5) Build the basic understanding of the cultural, literary and societal aspects of German speaking countries.	
CO #	Course Outcome(s)	POs Addressed	Bloom's Taxonomy Levels (K1 to K5)
On completing the course successfully, the student will be able to:			
CO 1	Relate to words, phrases and grammar rules in English: eg: Sprache – Language, Wie geht's? – How are you? Er spricht (He speaks)/Wir sprechen (We speak) etc.	PO1, PO7	K1

CO 2	Understand basic words and phrases related to the topics: hobbies, jobs, countries and languages, numbers, time, food, family etc.	PO1, PO7	K2
CO 3	Introduce him/herself and others and ask about themselves – eg: where they live? what they own etc. and respond to questions of this nature	PO1, PO7	K3
CO 4	Classify nouns, definite/indefinite/possessive articles based on their genders and grammatical cases: Nominative and Accusative	PO1, PO7	K4
CO 5	Agree or disagree a statement using Ja (yes), nein(no), kein (no) or nicht (not)	PO1, PO7	K5

SYLLABUS				
UNIT	CONTENT	HOURS	COs	BLOOM'S TAXONOMY LEVEL
I	Guten Tag! Language Exercises: Greet and say goodbye Introduce yourself and others Talking about yourself and others Numbers up to 20, phone number and e-mail address Spell words Talk about countries and languages Vocabulary: Numbers from 1-20 Countries and Languages Grammar: W-Questions Sentence Verbs and personal pronouns I	3	CO1 CO2 CO3	K1, K2, K3

II	Freunde, Kollegen und ich <i>Language Exercises:</i> Talk about hobbies Make an appointment Naming days of the week Talk about work, professions and working hours Name numbers from 20 Talk about seasons Put a profile on the Internet <i>Vocabulary:</i> Hobbies Weekdays Numbers from 20 Professions Months and seasons <i>Grammar:</i> Article: the (der, das, die) Verbs und Personal pronouns II Yes/No question Plural of Nouns the Verbs have and sein	3	CO1 CO2 CO5	K1, K2, K5
III	In Hamburg <i>Language Exercises:</i> Naming squares and buildings Ask questions about places Name means of transportation ask for directions and describe a way Understanding texts with international words Learn the article <i>Vocabulary :</i> Squares and Buildings Transportation Directions <i>Grammar:</i> definite article the (der, das, die, die) indefinite Artikel a/an (ein, ein, eine)	3	CO1 CO2 CO5	K1, K2, K5
IV	Guten Appetite! <i>Language Exercises:</i> Talk about food Plan a purchase Have a conversation while shopping Have a conversation while eating Understand texts with W-questions Organize and learn words	3	CO1 CO2 CO4	K1, K2, K4

V	Tag für Tag <i>Language Exercises:</i> Understand and tell the time Talk about family Apologize for the delay Make an appointment by phone <i>Vocabulary:</i> Daily routine Time Family <i>Grammar:</i> Times with on, at, from... to Possessive article my, your,... Modal verbs must,	3	CO1 CO2 CO4 CO5	K1, K2, K4, K5
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Textbook

1. Stefanie Dengler, Paul Rusch, Tanja Sieber, Helen Schmitz, *Netzwerk neu A1*, Klett Langenscheidt GmbH, München, 2020

Books for Reference

1. Stefan Dengler, Paul Rusch, Helen Schmitz, Tanja Sieber, *Netzwerk: Deutsch als Fremdsprache – A1*, Chapters 1-6, Klett Langenscheidt GmbH, München, 2013
2. Giorgio Motta, *Wir Plus: Grundkurs Deutsch für junge Lerner*, Ernst Klett Sprachen,

Suggested Reading: Neeti Badwe, Rainer Lotz, Ellin Nickelson, Norbert Nicolaus, Reinhold Schein, Christa Schreiner-Mellis, Kurt Wagner. Johanna Wernecke-Rothmayer, *Auslese: Ein Buch von Büchern*, Arbeitsgruppe des DAAD, Indien, RNC Publications, New Delhi 1989

Web Resources:

1. www.klett-sprachen.de/netzwerk
2. <https://nptel.ac.in/>
3. <https://www.goethe.de/ins/in/en/spr.html>

Course Articulation Matrix

Course Outcomes	Program Outcome							Cognitive Level
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
CO 1	3	--	--	--	--	--	3	K1
CO 2	3	--	--	--	--	--	3	K2
CO 3	3	--	--	--	--	--	3	K3

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COURSE TITLE**SOFT SKILL PROGRAMME:CAREER COPING SKILL****COMPUTER SKILLS**

Programme			
Course Code			
Course Title	Computer Skills		
Category	Part - 4 Soft Skill Programme		
Semester	II / III		
Credits			
Hours / Cycle	1		
Implementation	From the academic year 2023-2024 2 nd Semester onwards		
Course Structure	Theory	Total Hours	
	1	15	
Course Objectives	i. To learn HTML and create a static web page. ii. To make MS Word text documents interactive with different features and tools. iii. To work with Excel Worksheet. iv. To make an effective PowerPoint Presentation.		
	Course Outcome(s) On completing the course successfully, the student will be able to:	PO Addressed	Bloom’s Taxonomy Levels (K1 to K6)
CO1	Remember the basic syntax and semantics of HTML, Navigation of Word, Excel, and PowerPoint.	PO1, PO2, PO5, PO6, PO7	K1
CO2	Understand the importance of HTML basics, Word, Excel, and PowerPoint.	PO1, PO2, PO5, PO6, PO7	K2

CO3	Solve problems by applying computer skills and knowledge	PO1, PO2, PO3, PO4, PO5, PO6, PO7	K3
CO4	Analyze the problem scenario to develop web pages, make effective text documents, presentation, access and manipulate data using the functions of Excel	PO1, PO2, PO3, PO4, PO5, PO6, PO7	K4
CO5	Choose the best way to build real-time applications.	PO1, PO2, PO3, PO4, PO5, PO6, PO7	K5

SYLLABUS				
Unit	Content	Hours	Cos	Bloom's Taxonomy Level
I	Introduction: HTML, HTML tags, Purpose of a web browser, HTML Editors, HTML basics: headings, Paragraphs, horizontal line, Comments, line breaks, HTML elements, HTML attributes.	3	CO1, CO2, CO3, CO4, CO5	K1,K2,K3,K4,K5
II	HTML: HTML Formatting tags, HTML Styles, HTML Link, HTML Images, HTML Tables, HTML Lists, HTML Forms, Case Studies.	3	CO1, CO2, CO3, CO4, CO5	K1,K2,K3,K4,K5
III	MS Word: Creating a new document, Navigating through the document, Formatting the document: Page Layout, Background, Borders, Edit Pictures and Shapes, Insert Clip Art and Images into the Document, Paragraphs, Links, Header, and Footer, and Mail Merge.	3	CO1, CO2, CO3, CO4, CO5	K1,K2,K3,K4,K5
IV	Excel: Excel Basics. Working with Cells and Worksheets, Excel Formulas and Functions, Charts, and Graphics.	3	CO1, CO2, CO3, CO4, CO5	K1,K2,K3,K4,K5

V	PowerPoint: Navigating the PowerPoint Environment, Developing a PowerPoint Presentation, and Adding Graphical Elements, Tables, and Charts to the Presentation.	3	CO1, CO2, CO3, CO4, CO5	K1,K2,K3,K4,K5
Text Books				
1. Elisabeth Robson, Eric Freeman, <i>Head First HTML and CSS</i>, 2nd Edition, O'Reilly Media, Inc,2012 2. Inderjeet Singh, <i>Learn to use computer, MS Word, Powerpoint and Excel</i>, First Edition,2019				
Reference Books				
1. Peter Lubbers, Brian Albers, Frank Salim, <i>Pro HTML5 Programming</i>, APRESS, 2010.				
Suggested Reading				
1. Thomas A. Powell, <i>HTML & CSS: The Complete Reference</i>, Fifth Edition, McGraw Hill, 2010.				
Web Resources				
1. www.w3schools.com/html/ 2. www.javatpoint.com/ms-word-tutorial 3. www.w3schools.com/EXCEL/index.php 4. www.javatpoint.com/powerpoint-tutorial				

COURSE ARTICULATION MATRIX								
Course Outcomes	Programme Outcomes							Cognitive Level
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
CO 1	2	2	-		2	2	3	K1

CO 2	2	2	-	-	2	2	3	K2
CO 3	3	3	2	2	3	2	3	K3
CO 4	3	3	2	2	3	2	3	K4
CO 5	3	3	2	2	3	2	3	K5
Wt. Avg.	2.6	2.6	2	2	2.6	2	3	
Overall mapping of the Course: PO – 2.4								

SOFT SKILL PROGRAMME: CAREER COPING SKILL

PUBLIC RELATIONS

Course Code*		
Credits		
Hours / Cycle	1	
Category	Part - 4 Soft Skill Program	
Semester	II / III	
Year of Implementation	From the academic year 2023-2024 2 nd Semester onwards	
Course Structure	Theory	Total Hours
	1	15
Course Objectives	- Gain a comprehensive understanding of the principles and practices of Public Relations (PR). - Develop the necessary skills to effectively manage communication between organizations and their stakeholders. - Learn how to create strategic PR plans and execute successful PR campaigns. - Build and maintain positive relationships with the media. - Acquire the ability to handle crisis situations in a professional and efficient manner. - Explore ethical considerations in PR and understand the impact of emerging technologies on the field. - Enhance critical thinking, analytical, and interpersonal skills through practical exercises and case studies. - Prepare for a successful career in the dynamic field of Public	

Course Outcome(s)	PO Addressed	Bloom's Taxonomy Levels (K1 to K6)
On completing the course successfully, the student will		
CO1: To discuss the elements of PR in India and worldwide contexts thereby to understand the true essence of PR	PO1, PO3	K1
CO2: To examine the tools of PR used at organizational levels for various purposes such as image building, crisis management etc.,	PO1, PO3	K2
CO3: To assess the elements of feedback so as to understand the success of public relations	PO3, PO7	K3
CO4: To illustrate the components involved in various organizational campaigns	PO2, PO3, PO7	K4
CO5: To identify press relations among organizational communities and to understand	PO3, PO7	K5

SYLLABUS				
UNIT	CONTENT	HOURS	COS	BLOOM'S TAXONOMY LEVEL
I	Evolution and Background Evolution of PR - PR in India, nature and scope; elements of PR, theoretical framework of PR, Relationship Management theory International growth	3	CO 1	K1
II	Corporate Communication, PR and New Marketing forms Corporate communication - tools and vehicles, Publics, structure and function of a corporate communication department or an agency. Public sector versus Private sector, Integrated Marketing	3	CO 2	K2

III	Audience & Analysis Audience – internal and external, public opinion, PR planning, organizing managing and implementation, PR research – Survey, interviews, image audits, case studies of PR/CC campaigns, Campaign – Types, SWOT Opportunities to See (OTS), Advertising Value Equivalency (AVE), Advertising and PR – The	3	CO 3	K3
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IV	Crisis Management Crisis Management, Reputation Management, Event Management, publicity/campaign – planning, coordinating, implementing and post event assessment. PR and advertising,	3	CO4	K4
V	Contemporary Perspectives Corporate media relations – Press and PR - organizing press conference, open house, press visit, handling media in crisis, press releases, PRO - roles and responsibilities, PR skills – Preparing PR	3	CO5	K5

Books

1. Motion, J., Heath, R. L., & Leitch, S. (2015). Social media and public relations: Fake friends and powerful publics. Routledge
2. Daymon, C., & Holloway, I. (2010). Qualitative research methods in public relations and marketing communications. Routledge.
3. Theaker, A. (Ed.). (2020). The public relations handbook. Routledge.
4. Sriramesh, K., & Vercic, D. (Eds.). (2003). The global public relations handbook: Theory, research, and practice. Routledge.
5. Lee, M., Neeley, G., & Stewart, K. (Eds.). (2021). The practice of government public relations. Routledge.
6. Freitag, A. R., & Stokes, A. Q. (2009). Global public relations: Spanning borders, spanning cultures. Routledge.
7. Smith, R. D. (2020). Strategic planning for public relations. Routledge.

Reference books

1. Wilcox, D. L., Ault, P. H., & Agee, W. K. (2006). Public relations: Strategies and tactics.
2. Smith, R. D. (2020). Strategic planning for public relations. Routledge.
3. Kent, M. L., & Taylor, M. (2002). Toward a dialogic theory of public relations. *Public relations review*, 28(1), 21-37.
4. Grunig, J. E. (2006). Furnishing the edifice: Ongoing research on public relations as a strategic management function. *Journal of Public relations research*, 18(2), 151-176.
5. Macnamara, J. (2010). Public relations and the social: How practitioners are using, or abusing, social media. *Asia Pacific public relations journal*.
6. Jefkins, F. (1983). What is Public Relations? In *Public Relations for Marketing Management* (pp. 1-11). Palgrave Macmillan, London.
7. Hopwood, M., Skinner, J., & Kitchin, P. (2012). Sport public relations and communication. Routledge.
8. Macnamara, J. (2010). Public relations and the social: How practitioners are using, or abusing, social media. *Asia Pacific public relations journal*.
9. Jefkins, F. (1983). What is Public Relations? In *Public Relations for Marketing Management* (pp. 1-11). Palgrave Macmillan, London.
10. Hopwood, M., Skinner, J., & Kitchin, P. (2012). Sport public relations and

Suggested Reading

1. The new rules of marketing and PR (6th Edition): How to use social media, Online video, Mobile applications, Blogs, News releases and viral marketing to reach buyers directly.
2. The art and craft of PR: Creating the mindset and skills to succeed in Public Relations today, Sandra Stahl, 2018.
3. Kent, M. L. (2017). Principles of dialogue and the history of dialogic theory in public relations. *Prospect of public relations science*, 1, 105-129.
4. Wilcox, D. L., Ault, P. H., & Agee, W. K. (2006). Public relations: Strategies and tactics.
5. Smith, R. D. (2020). Strategic planning for public relations. Routledge.
6. Kent, M. L., & Taylor, M. (2002). Toward a dialogic theory of public relations. *Public relations review*, 28(1), 21-37.
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1. <https://www.blastmedia.com/2012/10/03/evolution-public-relations/>
2. <https://www.davisandco.com/communication-channels>
3. <http://www.communiquepr.com/blog/?p=228>
4. <http://whatis.techtarget.com/definition/crisis-management>
5. <https://gradireland.com/careers-advice/job-descriptions/public-relations-officer>

- ## Web Resources
1. <https://www.blastmedia.com/2012/10/03/evolution-public-relations/>
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Course Articulation Matrix									
Course Outcomes	Programme Outcomes								Cognitive Level
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7		
CO 1	1		1				3		K1
CO 2	3		3				3		K2
CO 3			2				3		K3
CO 4		3	3				3		K4
CO 5			3				3		K5
Wt. Avg.	2	3	2.4				3		
Overall Mapping of the Course									2.6

SOFT SKILL PROGRAMME: CAREER COPING SKILL

Quantitative Aptitude and Reasoning

Course Code*		
Credits		
Hours / Cycle	1	
Category	Part - 4 Soft Skill Program	
Semester	II / III	
Year of Implementation	From the academic year 2023-2024 2 nd Semester onwards	
Course Structure	Theory	Total Hours
	1	15
Course Objectives	- Gain a comprehensive understanding of the principles and practices of Public Relations (PR). - Develop the necessary skills to effectively manage communication between organizations and their stakeholders. - Learn how to create strategic PR plans and execute successful PR campaigns. - Build and maintain positive relationships with the media. - Acquire the ability to handle crisis situations in a professional and efficient manner. - Explore ethical considerations in PR and understand the impact of emerging technologies on the field. - Enhance critical thinking, analytical, and interpersonal skills through practical exercises and case studies. - Prepare for a successful career in the dynamic field of Public	
Course Outcome(s)	PO Addressed	Bloom's Taxonomy Levels (K1 to K6)
On completing the course successfully, the student will		
CO1: To state the fundamental properties and techniques of arithmetic, logical, verbal and non-verbal reasoning	PO1, PO3. PO7	K1

CO2: To identify and recognize the nature of the problem	PO1, PO3, PO7	K2
CO3: To apply the various problem-solving techniques	PO3, PO7	K3
CO4: To analyze the given problem to form a strategy for arriving at a solution	PO2, PO3, PO7	K4
CO5: To devise and plan a better way of solving problems	PO3, PO7	K5

SYLLABUS			
Uni	Content	COs	K-Levels
I	Percentage, Ratio & Proportion, Problems on Numbers and Ages, Simple Interest & Compound Interest	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5
II	Time & Work, Time & Distance, Calendar & Clocks, Permutations & Combinations	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5
III	Series with Numbers, Series with Alphabets, Puzzles, Data Sufficiency, Data Interpretation	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5
IV	Logical Venn Diagrams, Logical Sequence of Words, Logical Deduction	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5
V	Series with Figures, Analogy, Classification, Cubes & Dice, Analytical Reasoning	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5

Books

1. R.S. Aggarwal, Quantitative Aptitude, S.Chand and Company Limited, Revised Edition 2018

Reference Books Verma, S. K. (2020). Quantitative Aptitude Quantum Cat. India: Arihant Publication.
Suggested Reading Arun Sharma, Data Analysis and Interpretation, McGraw Hill Education (India), 2019 <u>Disha Experts</u> Shortcuts in Quantitative Aptitude for Competitive Exams 3rd Edition (2021) Disha Publication
Web Resources https://www.coursera.org/specializations/logic-critical-thinking-duke https://www.geeksforgeeks.org/quantitative-aptitude/

Arun Sharma, Data Analysis and Interpretation, McGraw Hill Education (India), 2019

Disha Publication

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<https://www.geeksforgeeks.org/quantitative-aptitude/>

Course Articulation Matrix								
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	K-Level
CO1	3	-	3	-	-	-	3	K1
CO2	3	-	3	-	-	-	3	K2
CO3	-	-	3	-	-	-	3	K3
CO4	-	3	3	-	-	-	3	K4
CO5	-	-	3	-	-	-	3	K5
WT.AVG	3	3	3	-			3	
Overall Average								3